

BEFORE THE
IDAHO PUBLIC UTILITIES COMMISSION

CASE NO. IPC-E-03-13

IDAHO POWER COMPANY

EXHIBIT NO. 59

S. FULLEN

Customer Satisfaction Research



Customer Satisfaction Research

2002 Fall Q4, 2003 Winter Q1, Spring Q2 and Summer Q3

Burke

BURKE CUSTOMER SATISFACTION ASSOCIATES

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Summary of Overall Measures and Customer Relationship Index for Idaho Power

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Points For Each Answer	Questions	2002 Fall Q4 Average Points <i>Min = 0 Max = 4</i>	2003 Winter Q1 Average Points <i>Min = 0 Max = 4</i>	2003 Spring Q2 Average Points <i>Min = 0 Max = 4</i>	2003 Summer Q3 Average Points <i>Min = 0 Max = 4</i>	12 Months Total Average Points <i>Min = 0 Max = 4</i>					
Very Satisfied = 4	Overall Satisfaction	3.35	3.37	3.39	3.53	3.41					
Somewhat Satisfied = 3	Residential	3.27	3.30	3.33	3.56	3.37					
Don't Know = 2	Small Business	3.46	3.28	3.40	3.46	3.40					
Somewhat Dissatisfied = 1	Large Commerical & Industrial	3.53	3.70	3.58	3.65	3.61					
Very Dissatisfied = 0	Irrigation	3.00	3.08	3.14	3.32	3.13					
Agree Strongly = 4	Excellent Overall Quality	3.32	3.20	3.27	3.40	3.30					
Agree Somewhat = 3	Residential	3.30	3.22	3.09	3.41	3.26					
Neither Agree Nor Disagree = 2	Small Business	3.26	3.14	3.38	3.24	3.26					
Disagree Somewhat = 1	Large Commerical & Industrial	3.50	3.30	3.53	3.53	3.46					
Disagree Strongly = 0	Irrigation	3.06	3.04	3.06	3.42	3.14					
Agree Strongly = 4	Excellent Overall Value	2.67	2.74	2.73	2.98	2.77					
Agree Somewhat = 3	Residential	2.59	2.69	2.53	3.06	2.72					
Neither Agree Nor Disagree = 2	Small Business	2.66	2.48	2.54	2.84	2.63					
Disagree Somewhat = 1	Large Commerical & Industrial	2.97	3.09	3.32	3.06	3.09					
Disagree Strongly = 0	Irrigation	2.26	2.60	2.46	2.76	2.52					
Definitely Would = 4	Likelihood To Recommend	3.21	3.20	3.16	3.35	3.23					
Probably Would = 3	Residential	3.05	3.09	3.06	3.28	3.12					
Might or Might Not = 2	Small Business	3.10	3.00	3.06	3.22	3.10					
Probably Would Not = 1	Large Commerical & Industrial	3.57	3.57	3.47	3.71	3.57					
Definitely Would Not = 0	Irrigation	3.14	3.12	3.00	3.08	3.09					
Agree Strongly = 4	Idaho Power Cares	2.99	2.85	2.92	3.08	2.96					
Agree Somewhat = 3	Residential	2.74	2.75	2.79	3.05	2.83					
Neither Agree Nor Disagree = 2	Small Business	3.02	2.70	2.78	2.76	2.82					
Disagree Somewhat = 1	Large Commerical & Industrial	3.57	3.26	3.32	3.41	3.40					
Disagree Strongly = 0	Irrigation	2.50	2.58	2.78	3.06	2.73					
		<i>Total Points Min = 0 Max = 20</i>	<i>CRI = Total Pts Divided by 20 Possible Pts</i>	<i>Total Points Min = 0 Max = 20</i>	<i>CRI = Total Pts Divided by 20 Possible Pts</i>	<i>Total Points Min = 0 Max = 20</i>	<i>CRI = Total Pts Divided by 20 Possible Pts</i>				
	Customer Relationship Index	15.54	78%	15.36	77%	15.47	77%	16.34	82%	15.67	78%
	Residential	14.95	75%	15.05	75%	14.80	74%	16.36	82%	15.30	77%
	Small Business	15.50	78%	14.60	73%	15.16	76%	15.52	78%	15.21	76%
	Large Commerical & Industrial	17.14	86%	16.92	85%	17.22	86%	17.36	87%	17.13	86%
	Irrigation	13.96	70%	14.42	72%	14.44	72%	15.64	78%	14.61	73%

Strength of Customer Satisfaction

More
Satisfied

Customer Relationship Index		2002 Fall Q4 % of Customers	2003 Winter Q1 % of Customers	2003 Spring Q2 % of Customers	2003 Summer Q3 % of Customers	12 Months Total % of Customers	A Superior Performing Firm
90%-100%	Secure	38%	36%	35%	45%	38%	40%
	Residential	29%	35%	27%	44%	34%	
	Small Business	38%	28%	30%	40%	34%	
	Large Commerical & Industrial	60%	48%	53%	53%	54%	
	Irrigation	16%	28%	30%	38%	28%	
80%-89%	Satisfied	19%	20%	21%	24%	21%	30%
	Residential	23%	20%	23%	25%	23%	
	Small Business	20%	20%	20%	20%	20%	
	Large Commerical & Industrial	10%	22%	21%	29%	19%	
	Irrigation	20%	18%	14%	20%	18%	
60%-79%	Favorable	32%	29%	31%	22%	29%	20%
	Residential	33%	26%	32%	21%	28%	
	Small Business	34%	36%	34%	26%	33%	
	Large Commerical & Industrial	23%	26%	26%	18%	24%	
	Irrigation	42%	36%	30%	28%	34%	
40%-59%	Vulnerable	9%	8%	10%	6%	8%	10%
	Residential	11%	9%	12%	7%	10%	
	Small Business	4%	10%	12%	10%	9%	
	Large Commerical & Industrial	7%	4%	0%	0%	3%	
	Irrigation	20%	10%	20%	12%	16%	
0%-39%	Alienated	3%	6%	4%	2%	4%	0%
	Residential	4%	10%	6%	3%	6%	
	Small Business	4%	6%	4%	4%	5%	
	Large Commerical & Industrial	0%	0%	0%	0%	0%	
	Irrigation	2%	8%	6%	2%	5%	

Less
Satisfied